

from, and to transmit data and instructions to, a storage system, at least one input device, and at least one output device.

**[0085]** These computer programs (also known as programs, software, software applications or code) include machine instructions for a programmable processor, and can be implemented in a high-level procedural and/or object-oriented programming language, and/or in assembly/machine language. As used herein, the terms “machine-readable medium” “computer-readable medium” refers to any computer program product, apparatus and/or device (e.g., magnetic discs, optical disks, memory, Programmable Logic Devices (PLDs)) used to provide machine instructions and/or data to a programmable processor, including a machine-readable medium that receives machine instructions as a machine-readable signal. The term “machine-readable signal” refers to any signal used to provide machine instructions and/or data to a programmable processor.

**[0086]** **861** To provide for interaction with a user, the systems and techniques described here can be implemented on a computer having a display device (e.g., a CRT (cathode ray tube) or LCD (liquid crystal display) monitor) for displaying information to the user and a keyboard and a pointing device (e.g., a mouse or a trackball) by which the user can provide input to the computer. Other kinds of devices can be used to provide for interaction with a user as well; for example, feedback provided to the user can be any form of sensory feedback (e.g., visual feedback, auditory feedback, or tactile feedback); and input from the user can be received in any form, including acoustic, speech, or tactile input.

**[0087]** The systems and techniques described here can be implemented in a computing system that includes a back-end component (e.g., as a data server), or that includes a middleware component (e.g., an application server), or that includes a front-end component (e.g., a client computer having a graphical user interface or a Web browser through which a user can interact with an implementation of the systems and techniques described here), or any combination of such back-end, middleware, or front-end components. The components of the system can be interconnected by any form or medium of digital data communication (e.g., a communication network). Examples of communication networks include a local area network (“LAN”), a wide area network (“WAN”), and the Internet.

**[0088]** The computing system can include clients and servers. A client and server are generally remote from each other and typically interact through a communication network. The relationship of client and server arises by virtue of computer programs running on the respective computers and having a client-server relationship to each other.

**[0089]** A number of embodiments of the invention have been described. Nevertheless, it will be understood that various modifications may be made without departing from the spirit and scope of the invention. For example, various forms of the flows shown above may be used, with steps re-ordered, added, or removed. Also, although several applications of the payment systems and methods have been described, it should be recognized that numerous other applications are contemplated. Accordingly, other embodiments are within the scope of the following claims.

What is claimed is:

1. A method comprising:
  - identifying a plurality of segments of viewers wherein each segment is associated with an entity;
  - identifying pairs of segments for comparison;
  - responsive to a request for content, identifying a content item for presentation on a user device;
  - identifying a first pair of segments that are associated with the content item;
  - determining, for each segment of the first segment pair, a response metric associated with responses to the content item, the responses attributable to entities in a given segment;
  - determining that a user associated with the user device is a member of one of the segments of the first segment pair;
  - in response to determining that the user is a member of the one of the segments of the first segment pair, modifying the content item to include a control that enables the user to increment the response metric associated with the one of the segments through interaction with the control that is included in the content item; and
  - providing the modified content item responsive to the request including providing results associated with the response metric for both segments of the first pair of segments for presentation along with the content item.
2. The method of claim 1 wherein the plurality of segments are social groups.
3. The method of claim 1 wherein a portion of the plurality of segments includes one or more segments associated with a respective geographic region.
4. (canceled)
5. The method of claim 1 wherein the content item is associated with a campaign and wherein selection criteria for presenting the content item include criteria that specifies the first pair of segments.
6. The method of claim 1 further comprising providing a report to a content sponsor of the content item that includes interaction data related to the content item for entities associated with the first pair of segments.
7. The method of claim 1 wherein providing results includes providing interaction data for members of each segment of the first pair of segments associated with interactions with the content item.
8. The method of claim 7 wherein providing results includes providing a scoreboard presentation that includes the interaction data along with a designator for each respective segment of the first pair of segments.
9. The method of claim 1 further comprising receiving from a content sponsor of the content item selection criteria that specify the first pair of segments.
10. The method of claim 9 further comprising storing the received selection criteria in a campaign associated with the first content item.
11. The method of claim 10 further comprising, prior to receipt of the selection criteria, providing suggestions to the content sponsor of potential pairs of segments for comparison wherein receiving a selection criteria includes receipt of one of the suggestions.
12. A method comprising:
  - identifying a content item for presentation responsive to a request from a device;
  - determining a pair of segments of viewers that have been associated with the content item, wherein the pair includes rivals;